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IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF: :

MICHAEL C. SCROGGIE ET AL. : GROUP ART UNIT: 2761 (ANTICIPATED)

SERIAL NO: NEW CONTINUATION
APPLICATION

FILED: HERewith : EXAMINER: KAZIMI, H. (ANTICIPATED)

FOR: SYSTEM AND METHOD FOR
PROVIDING SHOPPING AIDS AND
INCENTIVES TO CUSTOMERS
THROUGH A COMPUTER NETWORK

PRELIMINARY AMENDMENT

ASSISTANT COMMISSIONER FOR PATENTS
WASHINGTON, D.C. 20231

SIR:

IN THE CLAIMS

Please cancel claims 1 - 31.

32. A system for delivering incentives over the Internet comprising:

a Web site for providing purchasing incentives from multiple sources;

a consumer purchase history database based on consumer online shopping activity;

a consumer database which can identify consumers by their e-mail addresses, wherein said consumer database is connected to said Web site so as to receive consumer data from said Web site; and

means for delivering purchasing incentives to consumers by e-mail.

33. The system of claim 32 wherein said means for delivering purchase incentives delivers purchasing incentives based on consumer profile.

34. The system of claim 32 wherein the consumer purchase history database and

said consumer database are integrated.

35. The system of claim 32 wherein said Web site is an independently administered Web site.

36. The system of claim 32 wherein said Web site is a cooperative site.

37. The system of claim 32 wherein said consumer purchase history database includes data based on past purchasing activity.

38. A system for delivering incentives over the Internet comprising:
a Web site for providing purchasing incentives from multiple sources;
a consumer purchase history database based on consumer online shopping activity;
a consumer database which can identify consumers by their e-mail addresses, wherein said consumer database is connected to said Web site so as to receive consumer data from said Web site; and
a means for delivering by e-mail notices which remind consumers to visit said Web site.

39. The system of claim 38 wherein said means for delivering e-mail notices delivers notices based on consumer profile.

40. The system of claim 38 wherein the consumer purchase history database and said consumer database are integrated.

41. The system of claim 38 wherein said Web site is an independently administered Web site.

42. The system of claim 38 wherein said Web site is a cooperative Web site.

43. The system of claim 38 wherein said consumer purchase history includes data based on past purchasing activity.

44. A system for delivering incentives over the Internet comprising:
a Web site for providing purchasing incentives from multiple sources;

a consumer purchase history database based on consumer online shopping activity;
a consumer database which can identify consumers by their e-mail addresses, wherein said consumer database is connected to said Web site so as to receive consumer data from said Web site; and
means for delivering by e-mail notices to purchase a specific manufacturer's product.

45. The system of claim 44 wherein said means for delivering e-mail notices delivers notices based on consumer profile.

46. The system of claim 44 wherein the consumer purchase history database and the consumer database are integrated.

47. The system of claim 44 wherein said Web site is and independently administered Web site.

48. The system of claim 44 wherein said Web site is a cooperative Web site.

49. The system of claim 44 wherein said consumer purchase history database includes data based on past purchasing activity.

50. A method for delivering purchasing incentives over the Internet comprising the steps of:
providing a Web site which offers shopping incentives from multiple sources;
maintaining a consumer purchase history database based on consumer online shopping activity;
receiving a consumer's e-mail address from a consumer's computer;
maintaining a consumer database which can identify consumers by their e-mail address; and
transmitting purchase incentives via an e-mail post office.

51. The method of claim 50 wherein the step of transmitting purchase incentives to the consumer by electronic mail includes transmitting purchase incentives based on a

consumer profile.

52. The method of claim 50 wherein the step of providing a Web site is performed by an independent Web site administrator.

53. The method of claim 50 wherein the step of providing a Web site is achieved cooperatively.

54. A method for delivering incentives over the Internet comprising the steps of:
providing a Web site which offers purchasing incentives from multiple sources;
maintaining a consumer purchase history database based on consumer online shopping activity;
receiving a consumer's e-mail address from a consumer's computer;
maintaining a consumer database which can identify consumers by their e-mail address; and
transmitting to consumers a notice to visit the Web site via the consumer's e-mail post office.

55. The method of claim 54 wherein the step of providing a Web site is performed by an independent Web site administrator.

56. The method of claim 54 wherein the step of providing a Web site is achieved cooperatively.

57. A Web site for providing information and shopping incentives from multiple sources such as retailers and manufacturers comprising:
a personal database;
a purchase history database wherein the data on the consumer purchases are based on online shopping activity;
means for generating a web page with a consumer-specific display;
means for updating said web page; and
means for informing the consumer by e-mail of new incentives.

58. A method for delivery of incentives by e-mail, comprising the steps of:
maintaining a consumer database which identifies consumers by their e-mail addresses;
generating targeted purchase incentives from a consumer purchase history database; and
formatting an e-mail message to a consumer by electronic mail for subsequent printing of a
coupon.

Respectfully submitted,

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